

Green Technologies

In New England, the environmental industry not only supplies innovative solutions to tough problems, it accounts for more than \$10 billion of the gross regional product and 150,000 jobs. Consistent with efforts throughout the Clinton Administration to work more closely with the technology community, EPA's New England Office has launched an ambitious program to promote this vital industry and to help new, cost-effective technologies find their way into the marketplace.

CENTER FOR ENVIRONMENTAL INDUSTRY AND TECHNOLOGY:

EPA's New England Office has opened the Center for Environmental Industry and Technology (CEIT), which addresses the needs of the New England environmental industry by:

- improving access to state and federal programs;
- offering technology demonstration and evaluation opportunities;
- expanding access to capital;
- bringing down regulatory and institutional barriers; and
- marketing environmental products and innovative technologies both here and abroad.

EPA is achieving these goals through a variety of approaches. Since 1995, CEIT has directed \$4.9 million into innovative technologies by funding approximately 20 projects. CEIT also hosts six "Golden Opportunities" seminars with topics ranging from technology transfer to financing to international export opportunities. CEIT's Environmental Venture Capital Forum brings together environmental technology developers, investors, and regulatory experts to hear from pre-screened companies seeking funding for cutting-edge environmental services and technologies. In 1996, CEIT added a series of Technology Fairs that brings together members of the regulated community to learn about important new regulations facing their industries.

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"The new program will be good for the environment . . . And it will help the economy—especially, we believe, manufacturing—by reducing the regulatory costs of doing business in New England. We hope that this is only the start of a major effort to reduce regulatory redundancies in our region."

—Providence Journal Editorial (Oct. 9, 1996) in reference to
CEIT's Interstate Regulatory Cooperation Project

Call 1-888-EPA-7341

GREEN LIGHTS

EPA's Green Lights Program encourages the widespread use of energy-efficient lighting; lighting accounts for 20 to 25 percent of all electricity sold in the United States. All facilities are eligible for this program that saves energy, money, and the environment. Too often, organizations treat lighting as overhead rather than an opportunity for investment. If Green Lights were fully implemented in all facility space in the United States, it would: conserve energy—saving over 65 million kilowatts of electricity annually; save money—reducing the nation's annual electric bill by \$16 billion per year; reduce pollution—eliminating carbon dioxide, sulfur dioxide, and nitrogen oxide releases equivalent to 12% of U.S. utility emissions, which would curb acid rain and smog and help slow the greenhouse effect.

In New England, more than 200 businesses, local governments, and other organizations have become Green Lights partners. Collectively, they have installed over 280 million square feet of energy-efficient lighting. In 1996, the installation of energy-efficient lighting in New England prevented carbon dioxide pollution equivalent to the amount produced by 12,000 automobiles. Additionally, significant reductions were realized in sulfur dioxide and nitrogen oxide emissions, which create smog and contribute to respiratory illnesses. Completed energy-efficient upgrades through the New England Green Lights Program saved 156 million kilowatt hours of electricity and more than \$39 million in cumulative electric bill savings.

ENERGYSTAR BUILDINGS

Information and guidance is available to business owners interested in achieving additional energy savings by developing and implementing an ongoing preventative maintenance plan, installing better insulation, and upgrading ventilation systems, heating/cooling systems, and lighting, with low capital expenditures.

ENERGYSTAR OFFICE EQUIPMENT

When buying office equipment, the ENERGYSTAR label indicates lower energy usage without loss of performance. Computers, copiers, printers, and fax machines with this label "power down" when not in use.

ENERGYSTAR SMALL BUSINESS

This program offers accurate, unbiased information on energy-efficient equipment through a toll-free hotline and an interactive website. Available information includes: how to survey and upgrade your equipment; a lender-registry of banks, utilities, and other financing available for small business efficiency upgrades; and educational and public relations material, to promote your success.

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"The Green Lights program has enhanced our corporate image as an environmental leader, generated limitless business, and reduced our facility operating costs."
—Paula Ziegenbein, Manager of Energy Programs Osram Sylvania, Inc.